



WPTV

# ORDER

Print Date 09/19/12

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Flight Dates **09/19/12-09/25/12**

Contract / Revision      **311470 /**      Product      **Romney for President, Inc.**

Original Date / Revision      **09/18/12 09/19/12**      Agency Com      **15%**

Advertiser **Romney / Republican / Presi**  
Billing Contact  
**138 Conant Street**  
**Beverly, MA 01915**

Agency      **American Rambler Producti**

Buying Contact  
**138 Conant Street**  
**Beverly, MA 01915**  
Sales Office      EWSDC  
Sales Region      NAT  
Agency Ref

Order Sep      00:20:00

Estimate #      **96**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic      A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-3

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	74	\$62,575.30	\$73,618.00	0.00
<b>Totals</b>	<b>74</b>	<b>\$62,575.30</b>	<b>\$73,618.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	74	\$62,575.30	\$73,618.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/19/12	09/24/12	M-F 6-7a M-F 6-7a	CM	6-7a	-- 1----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-- 1----			1		\$1,200.00		0.00				
N 2	WPTV	09/19/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	-- 1----	:30	1	\$650.00	FX	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/18/12	09/24/12	-- 1----			1		\$650.00		0.00				
N 3	WPTV	09/19/12	09/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- 1----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00



**WPTV**

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Contract / Revision    **311470**    Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision    09/18/12/    09/19/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney for President, Inc.**    Estimate #    **96**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	09/19/12	09/24/12	M-F 6-630p M-F 6-630p	CM	6-630p	-- 1----	:30	1	\$1,800.00	FX	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/18/12	09/24/12	-- 1----	1		\$1,800.00		0.00					
N 4	WPTV	09/19/12	09/25/12	M-F 6-7a M-F 6-7a	CM	6-7a	--- 11--	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	--- 11--	2		\$1,200.00		0.00					
N 5	WPTV	09/19/12	09/25/12	M-F 6-7a M-F 6-7a	CM	6-7a	11-----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11-----	2		\$450.00		0.00					
N 6	WPTV	09/19/12	09/25/12	M-F 7-9a M-F 7-9a	CM	7-9a	-- 111--	:30	3	\$1,500.00	FX	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	-- 111--	3		\$1,500.00		0.00					
N 7	WPTV	09/19/12	09/25/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11-----	2		\$450.00		0.00					
N 8	WPTV	09/19/12	09/25/12	M-F 9-10a M-F 9-10a	CM	9-10a	11- 11--	:30	4	\$650.00	FX	0.00 NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11- 11--	4		\$650.00		0.00					
N 9	WPTV	09/19/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10-11a	11- 21--	:30	5	\$325.00	P-1	0.00 NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11- 21--	5		\$325.00		0.00					
N 10	WPTV	09/19/12	09/25/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	--- 21--	:30	3	\$125.00	P-3	0.00 NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	--- 21--	3		\$125.00		0.00					
N 11	WPTV	09/19/12	09/25/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	11-----	:30	2	\$135.00	P-3	0.00 NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11-----	2		\$135.00		0.00					
N 12	WPTV	09/19/12	09/25/12	M-F 1-2p M-F 1-2p	CM	1-2p	--- 12--	:30	3	\$116.00	P-3	0.00 NM	3	\$348.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	--- 12--	3		\$116.00		0.00					
N 13	WPTV	09/19/12	09/25/12	M-F 1-2p M-F 1-2p	CM	1-2p	11-----	:30	2	\$125.00	P-3	0.00 NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11-----	2		\$125.00		0.00					
N 14	WPTV	09/19/12	09/25/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	11- 21--	:30	5	\$275.00	P-3	0.00 NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11- 21--	5		\$275.00		0.00					
N 15	WPTV	09/19/12	09/25/12	M-F 5-530p M-F 5-530p	CM	5-530p	11- 21--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/19/12	09/25/12	11- 21--	5		\$1,600.00		0.00					



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Contract / Revision    **311470**    Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision    09/18/12/    09/19/12

Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney for President, Inc.**    Estimate #    **96**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WPTV	09/19/12	09/25/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-21--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	11-21--					5	\$1,600.00		0.00			
N 16	WPTV	09/19/12	09/25/12	M-F 530-6p M-F 530-6p	CM	530-6p	11-12--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	11-12--					5	\$1,600.00		0.00			
N 17	WPTV	09/19/12	09/25/12	M-F 6-630p M-F 6-630p	CM	6-630p	11-11--	:30	4	\$1,800.00	FX	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	11-11--					4	\$1,800.00		0.00			
N 18	WPTV	09/19/12	09/25/12	M-F 7-730p M-F 7-730p	CM	7-730p	11-21--	:30	5	\$950.00	FX	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	11-21--					5	\$950.00		0.00			
N 19	WPTV	09/19/12	09/25/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11-----	:30	2	\$600.00	P-3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	11-----					2	\$600.00		0.00			
N 20	WPTV	09/19/12	09/25/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	---21--	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	---21--					3	\$1,400.00		0.00			
N 21	WPTV	09/19/12	09/25/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	2	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S-					2	\$850.00		0.00			
N 22	WPTV	09/19/12	09/25/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S-					2	\$1,400.00		0.00			
N 23	WPTV	09/19/12	09/25/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S					1	\$250.00		0.00			
N 24	WPTV	09/19/12	09/25/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S					1	\$275.00		0.00			
N 25	WPTV	09/19/12	09/25/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S					1	\$750.00		0.00			
N 26	WPTV	09/19/12	09/25/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S					1	\$2,500.00		0.00			
N 27	WPTV	09/19/12	09/25/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/19/12	09/25/12	-----S					1	\$850.00		0.00			



**WPTV**

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Contract / Revision    **311470**    Flight Dates **09/19/12-09/25/12**

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Order Sep    00:20:00

Advertiser    **Romney / Republican / Pre**    Product **Romney for President, Inc.**    Estimate #    **96**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WPTV	09/19/12	09/25/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/19/12	09/25/12	-----S	1		\$850.00		0.00						
N28	WPTV	09/19/12	09/25/12	NFL Game NFL Game	CM	4p-12a (8:15 PM-11:30 PM)	-----S	:30	3	\$3,500.00	FX	0.00	NM	3	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/19/12	09/25/12	-----S	3		\$3,500.00		0.00						
N29	WPTV	09/19/12	09/25/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	2	\$725.00	P-1	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/19/12	09/25/12	-----S	2		\$725.00		0.00						
Totals														74	\$73,618.00